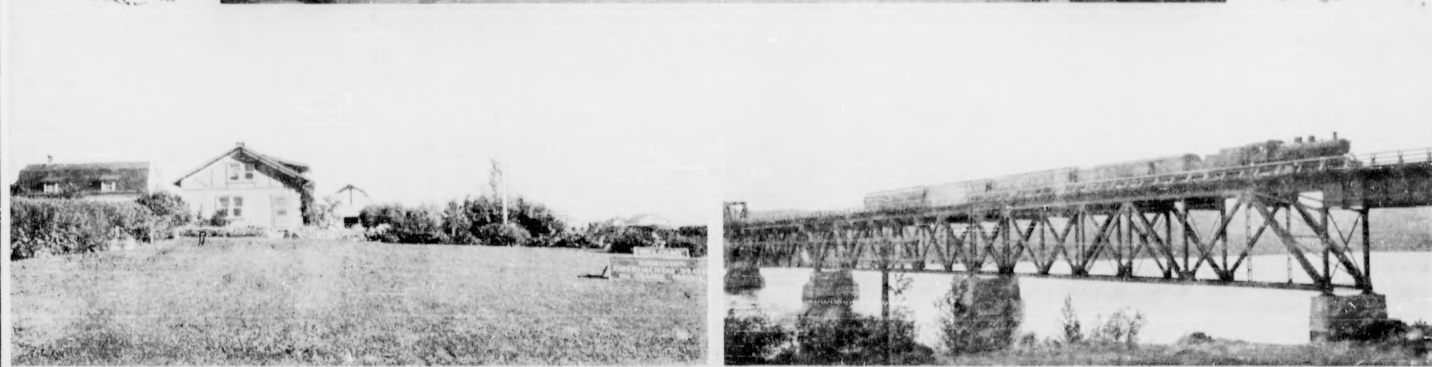


THE NORTHERN TRIBUNE'S
PEACE RIVER
EXHIBIT NUMBER

WITH WHICH IS INCLUDED ITS FOURTH ANNIVERSARY EDITION



The Last Great Frontier

A GROSS AREA OF SOME 60,000,000 ACRES OPEN FOR DEVELOPMENT; LARGER THAN ENGLAND, SCOTLAND AND WALES; OVER FIFTEEN MILLION ACRES OF GRAIN GROWING LAND

Three hundred miles beyond Edmonton, the capital city of the Province of Alberta, lies the heart of the Peace River country, the last great agricultural frontier of the Western Canadian plains.

The Peace River country has no fixed boundaries. Logically speaking, it comprises the drainage basin of Peace River proper—an area of approximately 60,000 square miles. To this great tract of land might be added certain contiguous areas that can be served best from it and that are allied with it in development and in general physical characteristics. To the southeast is the drainage basin of Lesser Slave Lake, 6,000 square miles in extent, though tributary to Athabasca River, is more closely associated with the Peace in development. To the north and northwest, even more extensive areas on the headwaters of Hay and Fort Nelson rivers should be included for like reasons.

The entire drainage basin of Peace River includes basins of the Peace, the Athabasca, the Pinay, and the Parsnip, each of which are found to the west of the main Rocky Mountain range. The combined area of these basins amount to about 25,000 square miles, thus making the area of the whole Peace River drainage system approximately 118,000 square miles. When the adjacent areas mentioned in the preceding paragraph are added, the whole area of what might be defined broadly as "Peace River country" becomes nearly 145,000 square miles.

This is the great field that is now being developed. Agriculture, of course, at present has the leading role, but mining, lumbering and water power development will play important parts. The agricultural occupation and development is practically restricted to the drainage basin of the main Peace River and the adjacent lands to which reference has been made.

About 120,000 square miles are included in these boundaries, but the upper, or southwestern part of the area is quite mountainous, while the lower, or northeastern part includes some poorly drained lands. In the popular conception of the country the potential agricultural belt includes the heart of the whole region, which, roughly, might be considered the equivalent in area of the drainage basin of Peace River proper.

Gross Area of 60 Million Acres

The Peace River agricultural country, on this basis, has an area of about 60 million acres. This exceeds the combined area of England, Scotland and Wales. It is nearly eight times the size of Belgium, over five times that of Denmark, more than double the extent of France, and considerably larger than the South American republic of Uruguay. Compared with well known areas in the United States,

the Peace River country is larger than South Dakota, Kansas or Idaho. It is equal to the combined areas of Tennessee and Alabama, and exceeds, by over 7 million acres, those of the six New England states. Together with New Jersey, Delaware and Maryland,

it amounts to the actual amount of arable land in this belt available for grain growing under present-day conditions vary greatly. Views of soil income range from all the way from 10 to 20 million acres. Perhaps an estimate of 25 per cent of the gross area would be sufficiently conservative, which would give 15 million acres of grain growing land.

Very approximately, the geographical boundaries of the Peace River agricultural country, as defined, might be described as follows: From longitude 114° west to longitude 123° west, and from latitude 55° north to latitude 58° north. The area thus included includes the areas mentioned about Lesser Slave Lake and headwaters of Hay and Fort Nelson rivers, and exclude the extreme upper and lower parts of Peace River. Two-thirds of the area included in these geographical boundaries falls within the northwest part of the province of Alberta; the other third is in the adjacent north-east part of British Columbia.

There are many well informed people who will advocate that the northern boundary of the Peace River country might be pushed as far north as the 58th degree of north latitude—the northern boundary of the western provinces. Others will suggest even more extensive bounds. It is true that the agricultural plains of Western Canada extend well into the Mackenzie district, and that wheat has been ripened as far north as Providence, Simpson and Lard. Certain agricultural developments will doubtless be witnessed in that area north of the Peace River country and bounded by Slave River, Great Slave Lake, and the Mackenzie, Lard and Fort Nelson rivers, when mining or other industries stimulate the opening up of the country and create a local demand for farm and ranch products, but this region is in itself almost as large as the Peace River country and is more directly tributary to the Mackenzie. In it the pioneer landman of the future may find scope for his energies when the Peace River country is settled.

Favorable Agricultural Conditions

Comparatively speaking, the location of the Peace River is somewhat northern, but this region is in itself almost as large as the Peace River country and is more directly tributary to the Mackenzie. In it the pioneer landman of the future may find scope for his energies when the Peace River country is settled.



THE GOOD OLD DAYS!—PLOWING IN 1915

The above picture was taken by W. E. Greenon in 1915 on the farm of John Crichton, two and a half miles west of Buffalo Lakes store. It shows the laborious and slow way some of the oldtimers had to use when plowing up their homesteads. Mr. Crichton is a brother of J. P. Crichton, who still resides in the Buffalo Lakes district.

History and Settlement of The Peace River Country

ALTHOUGH CONSIDERED A NEW COUNTRY ITS HISTORY GOES BACK OVER A CENTURY AND A QUARTER TO THE ROMANTIC DAYS OF THE CANOE BRIGADES

While the Peace River country is still spoken of as a new territory, it has a long and interesting history in Western Canadian development. Fur traders had penetrated as far west as the Athabasca River by the year 1778. About ten years later Fort Chipewyan was established as northern headquarters on Lake Athabasca. The mouth of Peace River being not far distant, explorations on this great waterway were soon undertaken by traders.

Explorations by Mackenzie in 1792-93

It was in the fall of 1792 that Alexander (later Sir Alexander) Mackenzie, a partner of the North-West Company, set out from Fort Chipewyan on his remarkable voyage of discovery to the Pacific Coast. Ascending Peace River as far as a point a few miles above the present town of Peace River, he wintered in a newly constructed post called by him Fort Fork, or the Fort of the Forks. The ruins of this historic establishment are still in evidence. The site, which is now somewhat difficult of access, is on the right bank of Peace River, about six miles above the mouth of its tributary, the Smoky River, in opposite Shafsbury Settlement. In

1929 a standard cairn was erected by the Historic Sites and Monuments Board of Canada to perpetuate it. Because of the unfavorable location of the site, the cairn was placed on the Shafsbury side of the river.

In 1793 Mackenzie completed his journey, finding his way through the Rocky Mountains by Peace River Pass. The expansion of the fur trade was the natural sequence of such explorations. Within a few years several posts were founded at strategic points along Peace River and in the newly discovered territory adjacent to its headwaters, west of the mountains designated for many years by the traders as "New Caledonia."

Early Fur Trading Posts

Some of these posts have been in existence for a century and a quarter and are still doing business in much the same way as originally. Others have developed into thriving frontier communities. The town of Peace River might be said to have had its origin in Mackenzie's wintering post, thus dating its history back to 1792. In the same manner the "old establishment" of 1798 has given way to Fort Vermilion, the centre of the lower Peace River territory. Other early posts east of the mountains include Dunvegan, established in 1800, and Fort St. John, in 1805.

The principal posts in the New Caledonia district were Fort MacLeod on MacLeod Lake, established 1805; Fort St. James on Stuart Lake, established 1800, and Fort George, near the confluence of the Fraser and the Nechako, established 1800.

For several years there was considerable traffic between Fort Chipewyan and New Caledonia by way of Peace River and its affluent, the Parsnip. The commerce of the early fur trade immediately west of the

mountains originally flowed through Peace Pass. From Fort Chipewyan the long and intricate route to eastern headquarters over which the far-famed canoe brigades of the great fur companies made annual voyages, followed the Athabasca River only as far south as McMurray, and then, turning east to the Clearwater, led to the renowned "long portage" and the headwaters of the Churchill.

While the first white men to take up their abodes in the valley of the Peace were concerned primarily with the fur business, they were not indifferent to the horticultural possibilities of the territory. Nearly every resident trader promptly developed a kitchen garden. Over one hundred years ago the postmaster at Dunvegan reported that all kinds of common vegetables were being raised and that even small fields of barley had ripened satisfactorily. Wheat of the very finest quality was early grown at Shafsbury and at Fort Vermilion. The agreeable climate was a constant source of comment and in their quest for buffalo and other large game the traders viewed with admiration the vast prairie and park-like lands of the district.

Decades before the rapidly advancing frontier of agricultural settlement had spread from Winnipeg to Edmonton the fame of the Peace River valley had gone abroad. Its favorable climate, charming scenery, vast plains, fertile soil and varying resources had been recounted by many a traveler. Not, however, till after the lands adjacent to Edmonton had become fairly well settled was this great Peace River reserve given attention.

Early Land Settlement

The census of 1911 showed a total population of less than 2,000 souls in the district, including settlers, traders, missionaries and Indians. That of 1921 showed nearly 20,000. This remarkable increase of 1,000 per cent in a single decade is due to a rush of land seekers who invaded the district during this period.

The long and arduous journey by the Athabasca, Lesser Slave Lake and Peace River trail, of the Peace River valley, was experienced by great numbers of settlers during the first few years of the rush, but by 1910 a railroad had penetrated the heart of the district. The journey, that formerly required weeks of toil and hardship could then be made in one day, with all the comforts and conveniences of modern railway service.

Settlement spread in two main divisions, one comprising the choice prairie north of Peace River and immediately west of the crossing of the old trail and the other comprising the Grande Prairie lands south of Peace River and west of the Smoky. These two divisions have given rise to two important towns, namely Peace River and Grande Prairie. Several villages are growing rapidly, but the settlement is mainly rural and widely distributed, giving it a homelike character of a broader and more permanent character.

The more thickly settled portions of the district have made rapid strides in development and are already on a par with the old agricultural communities of the province as regards the various advantages of civilization. Up and down the river, however, from Hudson Hope at the edge of the foothills to Fort Vermilion north of latitude 58, are many scattered little settlements that are fast being joined up and consolidated as the bush lands are being taken.

FAITH

In the Great Peace River Country

Twenty-seven years ago my parents pioneered into the great Northland.

The following winter, when a boy of sixteen years, I drove one of the supply sleighs in my father's caravan, over the long trail of six hundred miles from Edmonton to the door of father's homestead cabin, near the shores of beautiful Lake Saskatoon, about three miles as the crow flies, north and east, from the present village of Wembley and fourteen miles westward from the town of Grande Prairie.

My father filed a proxy adjoining homestead for me the day I became of age.

Twenty-one years ago I moved up on that homestead and started in, on my own.

Seventeen years ago, just after the Great War, I married. "WE" then started tanning BETTER.

Sixteen years ago I joined and became a member of the Canadian Seed Growers Association, and we have been growing registered seed and breeding Blue Foundation seed stock ever since. Today our seed farm is recognized as one of the largest annual distributors of highest quality registered seed on the North American continent. The great Peace River Country is yearly more and more coming into its own, and being recognized as the cereal seed bed of the continent.

Fourteen years ago our farm was awarded the first prize for wheat grown in the Great Peace River country to be exhibited at the annual Alberta Provincial Seed Fair. Since that time, up and until our farm was barred from world competition at Chicago, three years ago, our grand total major prize winnings at Provincial, National and International shows aggregated in the neighborhood of three hundred separate awards.

Thirteen years ago we obtained our first recognition at the great Chicago International Grain and Hay Show. This was a third prize in hard red spring wheat.

Ten years ago we created a sensation in the agricultural world of grain growing by winning the first and not since repeated, double World Grand Championship in the two major awards of wheat and oats.

Between the years 1920 and 1932 (the year we were barred from competition at the Chicago International), our farm won a grand total of sixteen World Championships in wheat, oats, barley, rye, flax, peas, and timothy seed classes at the Chicago International Exhibition.

Year in and year out we are being asked the eternal question, "How do you do it?" And the answer is that one word, FAITH—in the great Peace River Country!

Observe the natural growth of vegetation, the beautiful flowers and tasty fruits, in this wonderful land. Study the cross section of seed, sprouts the tall body trunk and spreading root system of hundred-year-old trees in all parts of the great Peace River Country. Measure and analyze the top soil, and dig into the lower strata formation. Consider the many lakes and rivers and water supply.

Surely this phenomena is convincing faith in the Almighty and Mother Nature, proving an unbroken progression of agreeable climatic conditions which have prevailed for hundreds of years in the past. Accepting slight modifications by man, these conditions will remain the same in the years to come. We already have over sixty years of successive authentic records by man to verify these facts. In passing I am happy to state that we have experienced no crop failure in the twenty-six successive years of cropping on our farm.

And we have increasing faith that man will use continued fair judgment in cooperating with Mother Nature to further improve and develop the soil and forest and bring into world use the tremendous potentialities of the air above, the waters that are, the fish and the game, and the oil and minerals beneath and in this Great Peace River Country.

The writer appreciates this opportunity, and considers it a favor to assist The Northern Tribune in putting across the up-to-the-minute publicity for the great Peace River Country display and exhibit which is being sponsored by the affiliated twenty-one Boards of Trade of this great Northland at the Vancouver Golden Jubilee Celebration, taking place in Vancouver, British Columbia, from July 1 to September 7, 1936.

I thank the people of this great Northland for again demonstrating their faith in me by placing me in charge of this opportunity exhibit and display. I believe this the greatest opportunity we will have ever had to tell the world about the great potentialities in our great Peace River Country.

HERMAN TRELLE

Our Continuous Service...

ensures
SUCCESSFUL
OPERATION

Cook Electrically on This
Coal-Electric Range

Let us show you how marvelously modern and convenient Hotpoint electric cookery really is! There are no cooking failures. True pinpoint electric cooking is so clean and rapid, so fast and time saving—so economical.

NO CARRYING CHARGES
ON THE RANGES

SEE THE NEW HOTPOINT
RANGES IN OUR SHOW-
ROOMS TODAY



Save 3 Ways
with a

General Electric Refrigerator

A G.E. BRINGS YOU THREE BIG SAVINGS:

1. Saves on food bills by preventing food spoilage.
2. Saves on current costs because the new General Electric uses 40% less current than previous models.
3. Saves on upkeep because G.E. are durable and the 5 years' Protection Plan protects you for 5 years against any expense on the sealed-in mechanism.

LET US SHOW YOU THE SMART NEW G.E. MODELS
IN OUR SHOWROOMS TODAY

Easy Monthly Payments - Free Installation
Liberal allowance for your old Stove or Ice Box

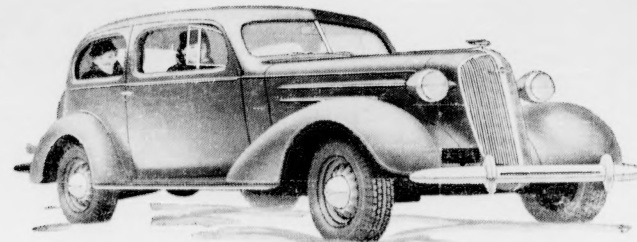
CANADIAN UTILITIES
LIMITED

Phone 149

Grande Prairie, Alberta

The New Pioneers' Choice

Because they get
More Features and
More Value
When they buy
a...



Shrewdness had to be a necessary asset of those who penetrated the untamed West to establish therein a home. A stout heart and gallant hand were as vital necessities for the well-being of their dear ones, while plodding forward into bleak wilderness.

Today's pioneer finds all his standards of shrewdness, heart, courage, fast, economical transportation answered in Chevrolet, the only low priced car that's completely equipped.

Not only do they get the solid steel turret top—

the greatest standard of modern safety and beauty—but they also get in Chevrolet all these six features of a really big car! Perfectly Hydraulically Brakes, Valve-in-Head Engine, Fisher No-Draft Ventilation, Safety Glass in every window and in the Master De Luxe Models, Known for their action gliding ride, of course, Chevrolet gives you all the other luxurious appointments that make riding a pleasure.

Come for a ride today, and check up on your savings under the greatly reduced 7% GMAC time payment plan.

CHEVROLET

GIVES YOU ALL SIX... PERFECTED HYDRAULIC BRAKES... TURRET TOP BODIES BY FISHER... VALVE-IN-HEAD ENGINE... FISHER NO DRAFT VENTILATION... KNEE ACTION (on Master De Luxe Models)... SAFETY GLASS THROUGHOUT

PRICED FROM
\$736
(Standard Series 2 door Coupe)
Master De Luxe Models
from \$864
Delivered at Factory, Gasoline, Oil,
Delivery, License, and
Insurance Extra

The THOMSON-DALGLEISH, Ltd.

Grande Prairie

Chevrolet Sales and Service

Phone 183

Land of Cereal Kings and Princes ---

PRIZE WINNERS WHO MADE THE PEACE RIVER FAMOUS

There is no agricultural country in the world which has been to the world's public eye to the same extent for this last number of years as the Peace River. The reason being that no other agricultural area ever produced so many prize winners.

In 1876 wheat grown in a garden at Fort Chipewyan, Alberta, was awarded the bronze medal at the Philadelphia Centennial.

In 1883, Rev. J. Gough, living then at Griffin Creek, won first prize in wheat at the Chicago World's Fair. Years passed. Then in 1923 Herman Trele of the Wembley district won third place in the hard spring wheat class at Chicago. At the same show Robert Cochrane of the East End, Grande Prairie, won third in timothy seed.

This was the beginning of a long list of achievements by northern exhibitors which has attracted the attention of the world and forcibly stamped the Peace River as being especially adapted to the growing of cereals.

Herman Trele, who has won more world's championships in grain than any other man, once stated to The Tribune that in no other country in the world can such high quality grain be produced as in the Peace River, for in no other country is the soil and climate so adapted for the growing of cereals. If taken advantage of and the proper methods followed in farming, the Great King frankly admits that he could not have achieved the results which he has in any other section of the American continent.

Blessed with ideal soil and climate, this great inland empire has men and boys—and women, too—who are working along scientific lines in agriculture. Briefly summed up, the successes attained in this big show on the continent by the happy combination of ideal natural conditions coupled with men and boys who have and are today energetically and intelligently working to and are improving seed production.



JACK ALLSOP
OF WEMBLEY

It is a big achievement for any man to win a World's Championship, but it is a still greater one for a boy to capture the World's Championship in wheat. This was the achievement of Jack Allsop of the Wembley district, who was awarded this honor at Chicago in 1934.

The older exhibitors will naturally in the course of time have to retire, but the torch which they have held high for so many years will be thrown to the younger exhibitors and will be firmly grasped.

With this splendid background of achievements and the energy and interest shown by the youth it would seem that the ideal which many have had to make the Peace River country the cereal bed for the North American continent is not an idle dream but is within the grasp of its people.

Space will not permit of dealing with all the winners in detail. How-

ever a few comments on the Regina Grain Fair, the greatest of its kind in history, held in 1933, can be made in passing.

Of the 398,462 total prize money awarded, \$17,400 was by districts north of Edmonton, or 17.7 per cent. Ninety-two percent of this was captured by the Grande Prairie district alone being 163 of the total awards. In the red spring wheat and oat classes 54.9 of the prize money went to the Grande Prairie district. Of the prizes awarded, which totalled some

1,088, the districts in northern Alberta won 78, or 7.2 per cent of the total number of the awards.

Down to the end of 1932 the Grande Prairie district alone had four international championships in wheat, three in oats and four in peas, as well as six reserves, and a long string of prizes, including three firsts in timothy.

The following is the long list of awards and placings won by Peace River exhibitors, an outstanding record of notable achievements:



JUSTYN RIGBY
OF LAKE SASKATCHEWAN

These two boys captured the Junior Grain Judging Trophy at the Toronto Royal last year, an award emblematic of the championship of the Dominion. Rigby and Mackey represented Alberta, winning out in the elimination contest. There is wonderful opportunity in the Peace River country for the sturdy youth of Canada.



ARTHUR MACKAY
OF TEMPECK

List of Winners

J. W. Abbott, Baldonnel, B. C.

1930—At Chicago: 2nd, Small Yellow peas.

1931—At Chicago: 7th, Spring Wheat.

1932—At Chicago: 4th, Alfalfa.

1933—At Regina: World's Grain Exhibition and Conference: 7th, Hard Red Spring Wheat, 50-lb. Class; 10th, Alfalfa. At Chicago: 12th, Flax.

W. D. Albright, Beaver Lodge

1929—At Toronto: 2nd, Spring Wheat.

At Chicago: 10th, Hard Red Spring Wheat.

Sidney J. ("Jack") Allsop, Wembley

1932—At Toronto: 5th, Hard Spring Wheat (Jr.). At Chicago: 5th, Hard Red Spring Wheat.

1933—At World's Grain Exhibition and Conference, Regina: 28th, Hard Red Spring Wheat, 50-lb. Class.

1934—At Chicago: 1st and Grand Championship, Hard Red Spring Wheat.

S. B. Allsop, Wembley

1930—At Chicago: 4th, Winter Wheat.

At Toronto: 1st, Winter Wheat.

At Prov. Seed Fair (1931): 1st, Winter Wheat.

1932—At Toronto: 2nd, Winter Wheat.

At Chicago: 4th, Hard Red Winter Wheat.

1933—World's Grain Exhibition and Conference, Regina: 12th, Hard Red Winter Wheat. At Chicago: 1st, Hard Red Winter Wheat and Championship.

1934—At Chicago: 4th, Barley (Two-rowed).

E. Anderson, Erin Lodge

(or E. Anderson, Fairview, Alta.)

1933—At World's Grain Exhibition: 11th, Brome.

1934—At Toronto: Winter Fair: 4th, Brome.

Erich Anderson, Wembley

1930—At Toronto: 1st and Champion, Oats; 4th, Spring Wheat; 6th, Small Field Peas. At Prov. Seed Fair (1931): 1st and Champion, Spring Wheat (Beginners); 2nd, Red Wheat (Beginners); 2nd, Red Wheat (Any Variety); 2nd, Red Oats (Victory Type); 1st, Oats (Beginners); 1st, Barley (Any Variety (Beginners)); 1st, Field Peas. At Calgary Exhibition (1931): 1st, Red Spring Wheat; 1st, White Oats; 1st, Peas. At Regina Exhibition (1931): 1st, Marquis Wheat; 5th, Victory Oats; 5th, O.A.C. 21 Barley; 1st, Field Peas; 3rd, Howard Wheat.

1931—At Toronto: 1st and Champion, Oats; 4th, Spring Wheat; 6th, Small Field Peas. At Prov. Seed Fair (1931): 1st and Champion, Spring Wheat (Beginners); 2nd, Red Wheat (Beginners); 2nd, Red Wheat (Any Variety); 2nd, Red Oats (Victory Type); 1st, Oats (Beginners); 1st, Barley (Any Variety (Beginners)); 1st, Field Peas. At Calgary Exhibition (1931): 1st, Red Spring Wheat; 1st, White Oats; 1st, Peas. At Regina Exhibition (1931): 1st, Marquis Wheat; 5th, Victory Oats; 5th, O.A.C. 21 Barley; 1st, Field Peas; 3rd, Howard Wheat.

1932—At Chicago: 1st and Champion, Oats; 4th, Spring Wheat; 6th, Small Field Peas. At Prov. Seed Fair (1931): 1st and Champion, Spring Wheat (Beginners); 2nd, Red Wheat (Beginners); 2nd, Red Wheat (Any Variety); 2nd, Red Oats (Victory Type); 1st, Oats (Beginners); 1st, Barley (Any Variety (Beginners)); 1st, Field Peas. At Calgary Exhibition (1931): 1st, Red Spring Wheat; 1st, White Oats; 1st, Peas. At Regina Exhibition (1931): 1st, Marquis Wheat; 5th, Victory Oats; 5th, O.A.C. 21 Barley; 1st, Field Peas; 3rd, Howard Wheat.

1933—At World's Grain Exhibition and Conference, Regina: 12th, Hard Red Winter Wheat. At Chicago: 1st, Hard Red Winter Wheat and Championship.

1934—At Chicago: 4th, Barley (Two-rowed).

WINNERS OF WORLD WHEAT CHAMPIONSHIPS AT CHICAGO INTERNATIONAL EXHIBITION

1911—Seager Wheeler, Saskatchewan.

1912—Henry Holmes—Alberta.

1913—Paul Gerlach—Saskatchewan.

1914—Seager Wheeler, Saskatchewan.

1915—Seager Wheeler, Saskatchewan.

1916—Seager Wheeler, Saskatchewan.

1917—Jennal Larcombe, Manitoba.

1918—Seager Wheeler, Saskatchewan.

1919—J. C. Mitchell, Saskatchewan.

1920—J. C. Mitchell, Saskatchewan.

1921—G. W. Kraft, Montana.

1922—C. O. Wyler, Saskatchewan.

1923—Major H. G. L. Strange, Alberta.

1924—J. C. Mitchell, Saskatchewan.

1925—F. H. H. Smith, Montana.

1926—Herman Trele, Alberta.

1927—C. Edson Smith, Montana.

1928—Herman Trele, Alberta.

1929—Herman Trele, Alberta.

(Trele barred for three years)

1930—Frank Leckie, Saskatchewan.

1931—Sidney John Allsop, Alberta.

1932—H. J. Wright, Alberta.

1933—At Toronto: 3rd, Hard Red Spring Wheat (Jr.).

1934—At World's Grain Exhibition: 30th, Hard Red Spring Wheat, 50-lb. Class; 17th, White Oats, Medium or Late.

P. U. Clubine, Wembley

1928—At Toronto: 2nd, Field Peas.

1929—At Chicago: 1st and Champion, Field Peas.

1930—At Toronto: 4th, Field Peas.

At Edmonton Exhibition (1931): 2nd, Western Rye Grass. At Prov. Seed Fair (1931): 3rd, Field Peas. 3rd, Western Rye Grass.

1931—At Chicago: 1st and Reserve Championship, Field Peas. At Toronto: 3rd, Field Peas; 8th, 30-lb. Rye.

1932—At World's Grain Exhibition: 7th, Agropyron Species; 6th, Small Field Peas, White or Yellow.

James Cochrane, Grande Prairie

1931—At Prov. Seed Fair (1932): 3rd, Oats (Jr.).

Robert Cochrane, Grande Prairie

1923—At Chicago: 3rd, Timothy Seed.

1924—At Chicago: 3rd, Timothy Seed.

1925—At Chicago: 3rd, Timothy Seed.

1926—At Chicago: 2nd, Timothy Seed.

1927—At Chicago: 3rd, Small Yellow field Peas; 9th, Timothy Seed; 11th, Alfalfa Seed.

At Prov. Seed Fair (1929): 2nd, Barley; 8th, Alfalfa Seed. At Regina Exhibition (1929): 1st, Hannan Two-Row Barley; 1st, Alfalfa Seed.

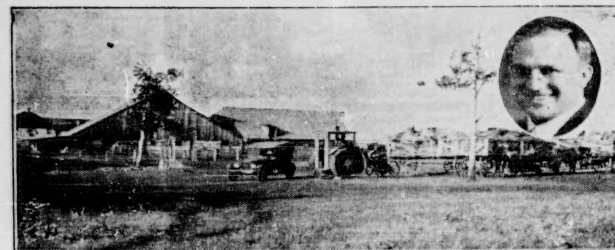
1928—At Chicago: 12th, Timothy Seed; 14th, Oats. At Toronto Royal: 4th, Oats; 5th, Field Peas. At Regina Exhibition (1930): 3rd, Victory Oats. At Edmonton Exhibition (1930): 1st, Short Oats.

1930—At Regina Exhibition (1931): 6th, Timothy. At Edmonton Exhibition (1931): 1st, Timothy. At Chicago: 1st, Timothy Seed. At Toronto: 2nd, Timothy Seed. At Prov. Seed Fair (1931): 8th, Rye Oats, Victory Type; 1st, Rye, Two-Row Barley; 7th, Field Peas.

1931—At Chicago: 4th, Hard Red Spring Wheat. At Toronto: 2nd, 50-bus Rye Oats; 2nd, Field Peas. At Prov. Seed Fair (1932): 1st, Spring Wheat, Open; 1st, Rye Oats, 50-bus; 4th, Two-Row Barley (Open); Championship, Spring Wheat.

1932—At Toronto: 3rd, Registered Oats. At Chicago: 9th, Timothy.

1933—At World's Grain Exhibition: 30th, Hard Red Spring Wheat, 50-lb. Class; 17th, White Oats, Medium or Late; 1st, Timothy; 38th, Hard Red Winter Wheat.



AT THE TRELLE FARM

It is here where Herman Trele, assisted by his wife, does his wonderful work in the production of championship grain. Elsewhere on this page is a list of Peace River winners at the big show and their placings. Under Herman Trele's name is a record that is without equal in the world of agriculture. Top corner insert is picture of Mr. Trele.

19th, Two-Rowed (Darkbill or Thorpe type); Barley: 17th, Small Field Peas (White or Yellow).

1934—At Chicago: 4th, Timothy.

Geo. T. Cranston, Wembley

1933—At World's Grain Exhibition: 10th, Brome.

Dom. Sub-Station, Beaver Lodge

1933—At World's Exhibition, Regina: 2nd, Small Field Peas (White or Yellow).

1934—At Chicago: 7th, Hard Red Spring Wheat.

Norman D. Dow, Peace Coups

1930—At Chicago: 34th, Hard Red Spring Wheat.

1933—At Victoria Prov. 1st, Sweet Clover. At World's Grain Exhibition: 14th, Sweet Clover Seed.

Gustaf Erickson, High Prairie

1933—At World's Grain Exhibition: 9th, Hard Red Spring Wheat, 10-bus Class.

John Gerschman, Wembley

1931—At Edmonton Exhibition: 3rd, Bushel Two-Rowed Barley.

1933—At World's Grain Exhibition: 15th, Hard Red Spring Wheat, 50-lb. Class; 15th, White Oats, Medium or Late; 11th, Two-Rowed (Chevalier type) Barley; 8th, Flax Seed other than flax.

Fred Hamm, Goodfare

1932—At Chicago: 1st and Champion, Spring Wheat.

1933—At World's Grain Exhibition: 2nd, White Oats, Medium or Late.

Wm. J. Harris, Fairher

1930—At Prov. Seed Fair (1931): 9th, Spring Wheat.

Edward Harrop, Hualien

1933—At World's Grain Exhibition: 1st, Brome. At Toronto: 1st, Brome.

James P. Henderson, Dawson Creek

1929—At Vancouver Prov.: 1st, Fall Rye.

Geo. Hifferman, Rolla

1929—At Vancouver Prov.: 2nd, Spring Wheat.

1930—At Vancouver Prov.: 2nd, Spring Wheat.

1931—At Vancouver Prov.: 1st, Spring Wheat; 1st, Blon Flax.

1932—At Vancouver Prov.: 5th, Hard Red Spring Wheat.

1933—At World's Grain Exhibition: 40th, Hard Red Spring Wheat, 50-lb. Class.

Griffith James, Grande Prairie

1931—At Toronto: 4th, Oats (Jr.).

Stanley M. Jones, Westlock

1931—At Edmonton Exhibition: 1st, Beginner's Class Spring Wheat.

1932—At Chicago: 6th, Oats; 4th, Early Oats.

1933—At World's Exhibition: 4th, Yellow Oats, Medium or Late.

1934—At Chicago: 7th, Barley (Tread Class).

J. B. La Place, Wembley

1930—At Prov. Seed Fair (1931): 2nd, Spring Wheat (Beginners).

1932—At Toronto: 3rd, Spring Wheat.

1933—At World's Grain Exhibition: 45th, Hard Red Spring Wheat, 50-lb. Class; 6th, Hard Red Spring Wheat, 10-bus Class.

Wray Mitchell, Wembley

1933—At Edmonton Prov.: 1st and Grand Championship, Wheat.

J. H. Murray, Dimdale

1931—At Prov. Seed Fair (1932): 3rd, Spring Wheat (Beginners).

R. H. McDonald, Fairview

1930—At Prov. Seed Fair (1931): 2nd, Western Rye Grass.

1931—At Prov. Seed Fair (1932): 5th, Spring Wheat (Beginners); 1st, Brome Grass.

Henry J. Olivier, Fairher

1933—At World's Grain Exhibition: 31st, Hard Red Spring Wheat, 50-lb. Class.

J. G. Owen, Athabasca

1933—At World's Grain Exhibition: 38th, Hard Red Spring Wheat, 50-lb.

Fred Paschotag, Goodfare

1933—At World's Grain Exhibition: 4th, Hard Red Spring Wheat, 50-lb.; 3rd, Hard Red Spring Wheat, 10-bus; 1st, White Oats, Medium or Late; 2nd, Yellow Oats, Medium or Late; 4th, Early Oats.

James Paul & Son, Dawson Creek

1929—At Vancouver Prov.: 1st, Peas. A. V. V. (Canada Maple).

Fred Paverly, Wembley

1930—At Prov. Seed Fair (1931): 1st, White Potatoes.

1931—At Toronto: 2d, Spring Wheat; 1st, White Potatoes.

1932—At Chicago: 7th, Hard Red Spring Wheat.

1933—At World's Grain Exhibition: 3rd, Hard Red Spring Wheat, 50-lb.

C. Pursell, Wembley

1933—At World's Grain Exhibition: 1st, Field Peas, Other Types.

G. W. Randall, High Prairie

1929—At Chicago: 14th, Spring Wheat.

At Calgary Exhibition (1930): 2nd, Spring Wheat. At Regina Exhibition (1930): 4th, Spring Wheat (Howard).

1930—At Chicago: 21st, Spring Wheat.

1931—At Chicago: 10th, Spring Wheat.

Lloyd Rigby, Wembley

1934—At Toronto: 2nd, Late Spring, Oats Class (Junior); 5th, Hard Red Spring Wheat (Junior).

Wm. Rigby, Jr., Wembley

1933—At Toronto Royal: 14th, Junior Wheat Club.

Wm. J. Rigby, Wembley

1932—At Toronto: 8th, Hard Spring Wheat (Jr.); 4th, Late White Oats (Jr.).

(Continued on Page Five)

A Quarter Century of Experience

Twenty-five years' residence as a pioneer homesteader, farmer, and business man in the famous Grande Prairie district of the Peace enables me to give reliable information concerning any matter pertaining to...

Farm Lands, Town Property and Business Opportunities in this District

OUR BUSINESS ACTIVITIES AND FIRST-HAND KNOWLEDGE HAVE BEEN THE MEANS OF ESTABLISHING LARGE NUMBERS OF SETTLERS DURING THE QUARTER CENTURY OF THIS NEW COUNTRY'S PROGRESS.

INFORMATION GLADLY FURNISHED

P. J. TOOLEY

Real Estate - Insurance

GRANDE PRAIRIE, ALBERTA

Ye WAFFLE SHOPPE

GRANDE PRAIRIE

Exclusive Agents for

PICARDY CHOCOLATES

Try the new Town Talk package and other Picardy specialties. Bavarian Mint, Crispy Oats, Nut Bonbons.

PICNIC LUNCHES

Prepared on short order. Salads and Sandwiches, Cakes, Pies, Etc.

Appetizing Home-Cooked

LIGHT LUNCHES

our specialty

SUNDAES, SODAS, MALTED MILK S IN ALL FLAVORS

Our home prepared soft drinks are popular refreshment with local and district people.

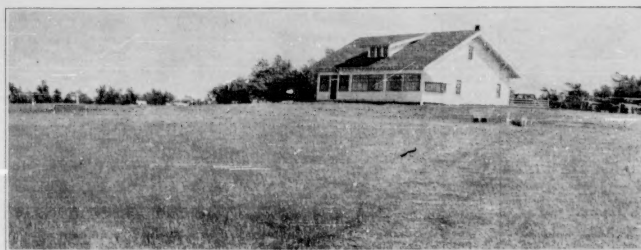
Yes, There Are Golf Courses IN THE PEACE RIVER COUNTRY

By J. H. SISSONS

The critical onlooker watching for the first time a game of golf is certain that a grown-up man is queer, or even worse, who would waste hours hitting a little ball around a field. He feels confident that if he wished to indulge in so frivolous a pastime he could with ease drive a golf ball two hundred and fifty yards or more straight and true down a fairway. Putting the ball into a hole several inches in diameter appears to him to be the simplest kind of child's play. He is convinced that there is nothing whatever to the game. However, let him once play a few games and he is inevitably lost and will never quit although he may feel that it is the most exasperating and tantalizing game that was ever invented to test the proficiency of man, and although in his saner moments he may realize that he never, never will make a golfer.

Golf has indeed a remarkable hold on its devotees. It is a game that has increased enormously from year to year in popularity. Golf affords just the right kind and the proper amount of exercise for the average man. It is a game which the ordinary individual can play himself, while he can only be a spectator of such games as baseball and hockey. The golfer must depend largely on his own efforts and the competitors in the game encourage him to do his best. Again, every hole in a game of golf is a game in itself and the interest continues until the last stroke is played. The game demands concentration, and in such concentration one is forced to forget, for the time at least, whatever business or other worries he may have or think he has. To C. L. Griedale and Geo. A. Dunn, two brilliant and enthusiastic golfers, belongs the chief credit for starting the first Grande Prairie Golf

Club. Through their efforts a club was organized in 1922, with Griedale as president, Ben Harner as secretary, and an executive committee composed of Porteous, Trickey, Pentland, and Sissons. Included among the first members were Tom Lowes, Jack Smart, Clayton Ditchard, Clarence Fleming, Harry Watcher, Corporal Sambooke, "Jimmy" James, Bill Ross, Fred Roberts, Gus Gard, E. T. Hocking, Charlie Johnson, Joe Crumey, Charlie Shels, and Lou Edwards. A site was secured immediately south of the town and a nine-hole course laid out. The picturesque location along the creek bank and the close proximity to town were advantages which this first course enjoyed. If it had been possible to purchase the property and also the adjoining creek bottom, it would have made a really excellent course. However, it was only possible to lease a limited area and as a consequence the course was too cramped and several of the fairways crossed. The greens were made by removing the sod and topsoil. They were fine when in proper shape, but exceedingly difficult to keep in shape and free from weeds and rose bushes. The grounds committee had no sincere, as it was the privilege of its members to keep the course in playable shape. The long grass during the summer was also an exasperation. It was decided that the solution for this was sleep and accordingly the property was fenced, a corral built and arrangements made for the pasturing of a number of sheep. This worked fine and the members were quite enthusiastic until one morning it was found that dogs had in the night got among the flock and killed over twenty of the sheep. After that it was a case of letting the grass grow and hunt for your ball. This old course was used until 1927.



THE CLUB-HOUSE ON RICHMOND HILL GOLF COURSE

Here, in this beautiful club-house, Grande Prairie and district (including Sexsmith and Wembley) golfers play their nineteenth hole. Seated in the ten-foot glassed and screened verandah facing north the lounge room is large, well lighted, with high ceiling and French windows opening on the verandah. Catering is done by an expert chef and a delicious lunch can be obtained.

When the parties who had purchased the property decided to use it for farming purposes. It was then necessary to seek a new location, but nothing was done in this direction until 1929, when the land on the top of Richmond Hill was acquired for a new course.

Golf in these years was not confined to Grande Prairie. Clairmont had a course which was in many respects a much better course than the one at Grande Prairie. The club, with C. Cady as president and Jim Longair as

secretary, had one year a membership of over sixty. Their course was located about half way between Clairmont and Grande Prairie and was well laid out with wide fairways and turf greens.

In the spring of 1929 a meeting was called of those in the district who were interested in golf for the purpose of organizing a new club. Clairmont, Wembley and Grande Prairie were represented, and it was unanimously decided to form a company and purchase eighty acres on the top

of Richmond Hill, about seven miles west of Grande Prairie. The site chosen was suitable in almost every respect. Richmond Hill is almost half way between Grande Prairie and Wembley and is convenient to the whole territory. The land itself is rolling with a few scattered poplar groves. Its greatest attraction lies in the wonderful views which can be obtained of the surrounding country. From the top of the hill can be seen at least seven lakes and a wide expanse of cultivated

farms, prairie and parkland. In one direction can be glimpsed in the distance the outline of Rocky Mountain peaks, in another the banks of the Smoky River. In another the wooded slopes of Saddle Mountain. It affords a birdseye view that brings some proper appreciation of the extent, diversity and possibilities of the Grande Prairie country.

In order that the course might be laid out to the very best advantage, the services were secured of Mr. Julien Garrett of Edmonton. Mr. Garrett has a well-merited reputation for such work and the course of nine holes laid out by him on Richmond Hill is one of which the members may well be proud. Practically every fairway affords an interesting and different view of the surrounding country.

The descriptive names, such as Lake View for number one, Mental Hazard for four, Dynamite for seven, and Driver's Delight for eight, have a meaning all their own for the members.

The fairways and sand greens are kept in good shape throughout the season, and there are enough natural hazards to prevent Old Man Par from losing his supremacy.

There is a fine club-house, 40 x 30 feet, with a ten-foot glassed and screened verandah facing north and affording an excellent view of most of the course.

The ground floor of the club-house is divided into a lounge room, kitchen and locker rooms. The lounge room is large, well lighted, with high ceiling and French windows opening on the verandah. Its central feature is a huge stone fireplace, a real work of art and most suitable for a club-house. The present membership of the club is about one hundred and forty. The governing body of the club consists of a board of nine governors,

elected annually by the members. The board appoints the following committees: Grounds, house, match and handicap, ladies', financial and membership. Year after year the governors and committee have worked together enthusiastically making a success of the club and yearly improving the course. The 1936 officers consist of: President, A. R. Hillman; vice-president, Robert Kraus; secretary-treasurer, E. G. Galloway. The professional of the club is Alex Stevenson, a familiarly known as "Standy." He brings to the club the proper Scotch burr, a wealth of golf lore and golfing ability, and a friendly personality that makes everyone feel at home on the course.

The catering of the club-house is handled by Jack Marvin, of the Palace Cafe, Grande Prairie, a chef of distinction and himself a golfer of no mean ability.

The chief tournaments held are: the Men's Handicap event, the Men's and Ladies' Club Championships, and the Men's and Ladies' Open Championships. The trophies contested for are the Dunlop Trophy, the Bell-Fleming Cup, the Herman Trelle Cup, and the Jack Kerr Ladies Challenge Button.

The Open Championships tournaments attract players from all parts of the Peace River country.

The golf course at Peace River, Beaver Lodge, Dawson Creek and other points in the North have also good courses, and the culture of golf played at these points and at Grande Prairie compares favorably with that played on the ordinary courses anywhere.

Visitors to the Peace River country should not neglect to bring their clubs along. They will be accorded a hearty welcome at any of the courses in the North.

When... GOLF Was First Played

IN GRANDE PRAIRIE—We furnished the equipment for pioneer golfers of those early days. Today we stock the best in golf supplies and carry a full line of

The choice of Champions Pro-Made Clubs

DUNLOP GOLF BALLS



THE DUNLOP "85" BALL Played this year by the winner of the British open championship and by six of the eight final players.

HAND-MADE AND HAND-BALANCED

The club that gives that "feel" of confidence. We handle sets to suit all purposes—and adapted precisely to the novice, the expert fan, or the lofty champion.

THE SPORTING GOODS STORE

Bell-Fleming HARDWARE - LIMITED

GRANDE PRAIRIE, ALBERTA

PHOTOGRAPHS of DISTINCTION

The WHITE STUDIO

GRANDE PRAIRIE, ALBERTA

Bar V Dairy

ESTABLISHED IN 1910

Milk from Holstein Cows

Leading nutrition specialists recommend Holstein cow's milk for the following reasons:

1. Soft easily digested curd.
2. Low percentage of volatile glycerides.
3. Moderate fat content. Permits a greater mineral absorption.
4. Small fat globules. Easily absorbed in enteric tract.

I. V. MACKLIN

Phone R202

FOR THE VERY BEST IN MILK AND CREAM

Bank of Montreal Has Played Part In G. P.'s Growth

Opened its First Banking Office in Grande Prairie in November of 1918

IN UNPRETENTIOUS QUARTERS With Rapid Growth Of Town A Modern Brick Building Was Soon Erected

Recollections of pioneer days in Grande Prairie bring to mind the part that old-established institutions have played in the development of the town. One of these is the local office of the Bank of Montreal—Canada's oldest bank.

The present banking office is the successor to the first temporary, shack that housed the bank's business of 18 years ago. The first office was opened in November, 1918, by E. T. Hocking, a name very well known in this district. Mr. Hocking left Edmonton the day after the Armistice with instructions to proceed to Grande Prairie, there to open a bank and there to remain until relieved. This he did, opening the banking office in

E. G. Evans was in charge of the bank for two years, when E. T. Hocking was reappointed to the management, remaining here until 1925. Mr. Hocking is now manager of the bank's office at Red Deer. He was followed successively by H. O. G. Bennett, at present an assistant inspector in the bank's service; C. W. McBride, now in charge of the Waterbury branch; and to the position in 1932.



JACKSON DODDS General Manager, Bank of Montreal

Through these men and their active interest in the progress of the district, the Bank of Montreal has enjoyed a position of trust and confidence in the community for, while providing a safe depository for the savings of the people, it has also been active in furthering the development of the locality by assisting, in its field, in the increasing progress of agriculture and trade.

As a Canadian institution the history of the Bank of Montreal is one of almost romantic interest. On a June day 110 years ago—50 years before Confederation—there were laid in Montreal the first foundations of the present bank, an institution that was destined to become one of the largest banks in the British Empire and the one after which all later Canadian banks were to pattern their organization. To realize fully how our present banking service has accepted as commonplace, what once a decided want in all important centres of the country, it is necessary to delve deeply into the history of the nation, going back more than a hundred years.

Prior to 1817, when the Bank of Montreal—the first permanent bank in the country—was established, Canada consisted only of Upper and Lower Canada and the Maritime Provinces, while the vast area to the westward was still the stamping ground of Indians and buffalo and without a trace of civilization.

Personality and Charm

Are enhanced and adapted to one's individual look-up by our trained operators with

BONAT Permanent Waves

The Bonat method produces perfect rimmed ends with absolutely no burn or heat to the head and produces soft natural waves impossible by any other method.

Santarelli automatic winding is another feature of this process

Shamrock Beauty Parlor

Fingerwaving, Marcelling, Ladies Haircutting, Facials, Etc.



Grande Prairie Meat

Is always ready to serve—with the tastiest, finest meats

We endeavor to maintain the confidence of our patrons by supplying meats of paramount quality with ever an eye to value that is not forgotten.

G. Vagt

Proprietor

Phone 20 Grande Prairie



Louis Stojan Garage

GRANDE PRAIRIE, ALBERTA

OVERHAULING OR SERVICING ANY MAKE OF CAR AND ANY ENGINE OR CHASSIS TROUBLES

Big Stock of Second-Hand Cars

THIS WEEK'S BIGGEST VALUE

1928 Chevrolet Coach in splendid condition for \$135.00—Look it over

An Invitation

TO MAKE REGULAR USE OF OUR MANY

SERVICES for MOTORISTS

Murphy & Charters GARAGE

GRANDE PRAIRIE, ALBERTA



Grande Prairie Has Rapid Growth

Commercial and Educational Centre of the Peace River Country

To develop from a few houses to now being the most important centre south of the Peace in a few years is the proud record of the town of Grande Prairie, which now boasts of a population of upwards of 1,000.

The development of the town can be traced from 1910, when the railway reached this point. What was then a village was organized into a town in 1919 with John Macdonald as its first Mayor.

Grande Prairie has a unique record in that, despite the depression, steady progress has been made and taxes lowered.

Financially it occupies a splendid position, its debenture debt having been met.

Some years ago a survey was made of the town with a view of putting in water and sewer. The depression having set in nothing was done in the matter. At present the question is again a live issue and the council is seriously considering installing at least a start of the system.

Realizing the importance of Grande Prairie as a business centre, seven companies have established wholesale plants here. Practically every machine company makes this point its distributing centre.

From forty travellers work out of Grande Prairie, a further indication of the town's importance as a business centre.

The town is also an educational centre, with public, high, and separate schools and a girls' academy. There is also a business college.

Grande Prairie is fortunate in having five, well-known merchants, who carry such a wide range of goods that it is not necessary for anyone to send out of town for their needs. The streets are gradually being built up to standard and are well.

Side by side with the general growth of the town there has been built good substantial residences with well-kept lawns and trees.

A few years ago the only artificial

G. P. TOWN FATHERS

The following are the members of the Grande Prairie town council: Mayor P. J. Tooley, Councillors: L. C. Porteous, Alex. Wishart, Wm. Bentley, J. B. Oliver, N. H. Swallow, and G. W. Simpson.

light was that of the lamp lantern and candle. Today the town has a large power plant, which distributes electric current fourteen miles north and forty miles west.

Dependent on an outside power several years ago, there is now a resident judge and court is held regularly in a well appointed court-house.

With a good start already made in tree planting, a tree-planting policy adopted two years ago, in time every street will be lined with trees.

Not overlooking the pleasure side of life, sixteen acres have been set aside in the heart of the town as a recreation park.

Grande Prairie is also an important financial centre, there being three chartered banks.

Surrounded by a fertile country, with an excellent crop in the making, Grande Prairie faces the future with confidence.

The town's domestic water is supplied by two deep wells and government analysis shows the water to be very pure. For fire protection there is a cast iron pipe line with hydrants on the main street.

Powered by a high steel water tower, one of the town's landmarks. An efficient fire department with good fire-fighting equipment is another of the town's assets.

The hospital of the Grande Prairie Municipal District is located in the town. It is a well managed and fully equipped institution with a very efficient staff. A new nurses home is under construction, which is to be completed in three months time.

LOOKING EAST DOWN THE HIGHWAY FROM A POINT NEAR THE GOLF LINKS ON RICHMOND HILL

The town of Grande Prairie is seen in the distance, six miles from where this picture was taken.



OLD-TIME CONVEYANCE ON ONE OF GRANDE PRAIRIE'S MAIN BUSINESS CORNERS

Covered wagons drawn by teams are now a rarity, but this rapidly growing town of the North, though once quite plentiful.

THE CITY OF THE NORTH

The TOWN of GRANDE PRAIRIE

Extends congratulations to The Northern Tribune on its anniversary. For four years The Tribune has been an integral part of our community life, and we wish it many more years in which to boost for Grande Prairie and all of Peace River, district of Canada.

Progressive Centre Serves entire North

Grande Prairie, the hub of the North's industries and commerce, is also the centre of an extensive grain growing district now becoming world famous through the achievements at international fairs of the World's Wheat, Timothy, Peas and Oat Kings, who reside within fifteen miles.

Situated in this ideally adapted district are large ranches raising some of the best finished beef and hogs in the province.

This largest centre in the North is located on the Northern Alberta Railway, approximately 400 miles northwest of Edmonton. Its motor is 150 miles via Sturgeon Lake.

It serves north Peace River as principal distribution, business, educational, judicial, hospital and banking centre.

Educational opportunities are amply provided for with a nine-room fully equipped public school employing eight teachers, an eight-room high school with three teachers, a three-room separate school, all substantial buildings of brick. Full training in business courses is taught at a private business college.

The Grande Prairie Municipal Hospital is fully furnished with the most modern surgical and medical appliances, and staffed by thoroughly trained nurses and technicians. The largest and best equipped hospital north and west of Edmonton offers complete hospitalization service to the entire district for the low rate of 50 cents a day to those who subscribe to a special yearly insurance scheme.

25,000 Square Miles of Vacationist and Tourist Interest

Grande Prairie and district offers everything that the holidayer desires for a journey long to be remembered.

Its clear, dry, invigorating air and brilliant sunshine have brought back the glow of health to many worn, city dwellers and brought bracing energy to the holidayer.

Miles of rolling hills patterned with the famous grain products of the land, exciting days spent fishing in the countless lakes that dot the landscape.

Swimming, hunting with gun or camera for big and small game sought so much by sportsmen from all the continent.

In a scenic setting that beggars description.

Active Service Club Fosters Development

The local Board of Trade and Chamber of Commerce is a highly collaborative organization that has taken a leading part in developing and enlarging the town and district, and ever forces ahead, backed by the belief that Grande Prairie offers many opportunities to business and industrial enterprises.

Their constant efforts brought about lowered freight rates, a measure of economy of considerable importance to the agricultural sector.

A modern creamery and a large flour mill are among the latest acquisitions on the town which owe their being to this group's deep interest in the community's expansion.

Its sphere of activities has brought about irrevocable publicity to peace gone by, and now is being viewed daily by thousands of people Peace River's world renowned product, wheat, at the Peace River exhibit sponsored by the Associated Boards of Trade during Vancouver's British Columbia centennial.

More pleasant living goes hand in hand with the many modern conveniences furnished, encouraged and carried through by this energetic group in this great land of grain growing and mixed farming, where one finds substantial reward for any honest effort.

Information will gladly be furnished by anyone writing to the GRANDE PRAIRIE BOARD OF TRADE.

THE CENTRE OF THE WORLD'S FINEST GRAIN COUNTRY

P. J. TOOLEY, Mayor; President of Board of Trade
COUNCILLORS:
L. C. Porteous, N. H. Swallow, G. W. Simpson, A. D. Wishart, T. W. Bentley, J. B. Oliver
Robt. Keys, Secy. Town of Grande Prairie - W. J. Thomson, Secy. Board of Trade



P. J. TOOLEY Mayor of Grande Prairie

Born in the north, the Chief Magistrate is also President of the Board of Trade and Chairman of the Municipal Council.

Elected to the council twelve years ago and to the mayorship four years ago, he has been a most active member of the town's progress.

A resident of Grande Prairie and having no opponents at twenty-five years, he has seen the town grow from a mere hamlet to its present size and position of importance as a commercial, wholesale and educational centre, with other industries he has seen the whole system of transportation change from the horse and ox-drawn vehicles to the railroad and motor cars.

In the early days the Winnipeg railroad directly north of town. At that time the railroad was played a big part in the development of the north, and it is said of the Mayor that he was one of the best "train chasers" in the north country, first time and again he pushed his train in that position at the annual sports held at Lake Beauport when that point was the principal trading centre of the Grande Prairie district.

Times were the days when those attempting the great annual wheat harvest along the railway line, horse-drawn, ox-drawn, and man-drawn.

Mr. Tooley is always ready to lend his support to any movement for the betterment of the town, which he has seen for many peaceful times on his own.

It is hardly owing to his individual efforts the town has seen such steady growth during the past few years, and in the industry, trade and commerce of the town, and a fine mill. The good financial position of the town is also a credit to his administration.

The cultural and social side of town life finds him a steady and active worker. Musical, football, school, athletic meets, etc., can depend on him for a helping hand in whatever work he has given of both his time and money.

The Warship has been appointed by the town fathers to represent Grande Prairie at the Vancouver Golden Jubilee, now in progress.

Mayor Tooley was born in England and when a young man came to Canada and took things as he found them, he fought with the pioneer. He freighted on the Grand Trunk Pacific when the road was being pushed through west of Edmonton. Also he had a wharf at work in northern British Columbia. His Warship is a bachelor.

How do you like that shrewish Mike? Sure it has made another man of me, and the other man would like a glass, too.

Clothes Conscious!

THE BETTER DRESSED MAN FINDS HIMSELF IN THE APPRECIATION OF HIS CLOTHES. It is quite right—it's an essential and it's important.



Stredulinsky's Clothes Are Custom Built

It was the friend of the tailor, the friend of the man.

We handle the best of imported British, French, Scotch, Welsh and English Fine Wools.

We buy straight from King & Co. Vancouver.

We Guarantee You Fit and Comfort

C. Stredulinsky
MERCHANT TAILOR

Soaring TO NEW HEIGHTS

EACH day, each month, it is not happy pleasure to see an ever growing number of satisfied customers. This steadily rising percentage of customer content is conclusive proof that we have succeeded in our mission in carrying out the policies to which the firm of Nelson & Archibald pledged itself when it was first instituted. As in the past, Nelson & Archibald will strive to merit continued patronage of Peace River's shopping public by supplying quality, value and service's pleasing, well-constructed, reliable, dependable makers, and quality goods to meet the requirements of an active, energetic people.

MILADY'S Wardrobe

IS ALWAYS STOCKED WITH THE MOST EXCITING FASHIONABLE WARDROBE SHOWN AT NELSON & ARCHIBALD.

Among the many lines of quality ready-to-wear, stocked, for fashion: Ladies' Suits, Coats and Dresses From Leading Eastern Houses; Gown and Foundation Garments; Jacket Knitted Suits for Ladies; Superfine Hosiery; "Fashion" Hats.



FRESH FIRST QUALITY GROCERIES AT ALL TIMES

FRESH FRUIT AND VEGETABLES IN SEASON

MEN TOO ★★ Prefer Our Clothing Values

For the exact service, quality and appearance of each manufacturer's line.

JANTZEN, SWEATERS, SWEATSHIRTS, T-SHIRTS AND TROUSERS; ART CLOTHING; MADE-TO-MEASURE SUITING; LEATHER BOOTS AND SHOES.

LOWE'S SHIRTS (with the only featured color); STANFORD'S UNDERWEAR; HARRY'S BOOTS; HERRING.

WATSON WORK SHIRTS (with the only featured color).

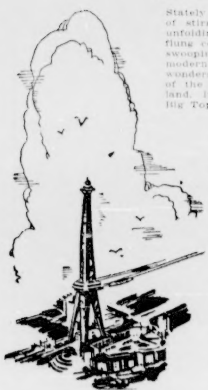
NELSON & ARCHIBALD

Where You Get QUALITY at Lowest Prices

Phone 40 We Deliver Grande Prairie

Your Free Pass to the World's Fair

Enjoy the Wonders of a Grand Show



Stately uniformed bands blaring the silver notes of stirring music... parades of the nations unfolding a history-making page from their far-flung corner of the globe... dandified sky riders swooping you to dizzy breath-taking heights... modern magic of the sciences producing incredible wonders before your very eyes... fierce beasts of the untamed jungle, mammoths of sea and land, in spectacular performances beneath the big top.

Thousands of people throng the midway to gaze in awe at a marvel show—the World's Fair. Exotic perfumes from the Mid of sunny France, beautifying and skin freshening lotions from Latin lands and the New World, metal treasures of gold, silver and alloys for ladies' and men's toiletary needs and countless household uses, radios and phonographs to bring you a world's news and entertainment, works of fiction, biography and history to enlighten and sustain the mind—are but a few of the modern attractions brought from all parts of the world for patrons of Grande Prairie and all Peace River who through the World's Fair that goes on daily in Sloan's Drug Store.

While our Peace River train journeyed twelve hundred miles to bear Peace River's Golden Grain—an emissary of goodwill to the Vancouver Golden Jubilee—the Rexall quarter-mile long streamlined train, flashing the Rexall blue and white colors, is speeding on its 29,000-mile convention tour, displaying the same countless wares to the North American continent that may be obtained daily in Sloan's Drug Store in Grande Prairie.

PURITY

We have a duty!

Ours is a profession with a distinct public duty. The serving of many drugs comprises a dangerous and difficult task if not backed by supreme care and thorough knowledge.

Our duty is to overlook no possible means of giving you utter protection, highest quality and exact quantity. That, of course, holds true with the simplest order as well as the most intricate prescription.

CARE IS PRICELESS



SLOANE
Drug Stores Limited

GRANDE PRAIRIE

Save With Safety

DRUG **Rexall** STORE



A PLEASANT PARTY OF AMERICAN HUNTERS

The Peace River Country is noted for its large flocks of wild geese and above is seen a shooting party from the United States with the spoils of a before-breakfast shoot.

Grizzly Bear, Caribou And Moose Attract Big Game Hunters To Peace River

Buffalo Still Roam in Free State—Large Range Of Fur-Bearing Animals And Trappers Catch Many Valuable Pelts—Lakes Famous For Whitefish; Dolly Varden, Rainbow And Grayling Trout Abound

The thrill of big game hunting in the Peace River country has been experienced by hunting parties from the United States for many years and it has now become a veritable mecca of America's big game men.

During the hunting season they pitch their camps amid the fascinating wild scenery of the Rocky Mountains and put to the test their shooting ability against the strength, wiles and courage of the grizzly bear, whose pelt is valued as trophies, and every year many fine specimens are secured.

Moose too are plentiful and supply the camp larder with fresh meat. There are black and brown bear, caribou, deer, mountain goat, and also cougar.

It is real hunting and requires experienced guides and packers, but these are easily secured, as there are many experienced men who have been guiding in the country for years. They have all the necessary equipment, with pack and saddle horses, and will contract for any size of party and for any length of time.

Stores in the towns and settlements near the big game regions carry supplies for hunting expeditions. They also supply trappers with ammunition, traps, etc., and buy their pelts.

Buffalo Still Roam in Free State

Near Mouth of Peace River wild life is a large herd of bison, or buffalo as they are commonly called, roams in a free state over a large plain bordering on the north bank of Peace River near its mouth. These are the survivors of the millions that once roamed over a large part of the North American continent. They are protected by a rigid close season, and the area in which they are found has been set aside as a national park.

Large Range of Fur-Bearing Animals

Fur-bearing animals have been the source of an important local commerce for a century and a quarter. In fact for a century the fur trade was the only industry of the country, and even today it is of no mean consequence. Many outfitting posts receive in trade the other commodity. The principal centres of the trade are Peace River, Fort St. John, Hudson Hope, Fort Nelson, Fort Chipewyan, Fort Vermilion, Hay River, and Red River.

Reports from the resident traders at these points state that the principal fur-bearing animals are bear (black, brown, and in some districts the grizzly), coyote or prairie wolf, weasel, marten, fisher, mink, and muskrat. It is estimated that the yearly revenue derived from the fur of the Peace River country east of the mountains amounts to at least a quarter of a million dollars.

Game shore birds include the Canada goose, sandhill crane, ducks of several species, curlew and snipe, and waterfowl are the prairie chicken, wild geese, and partridge, some of which are migratory species. The shore birds belong to the migratory species and their numbers fluctuate somewhat from year to year. Prairie chickens however, appear in large numbers according to the nature of the season. Muffed and spruce grouse appear to be holding their own, while the ptarmigan is a winter visitor from the mountains.

Lakes Famous for Whitefish

The larger lakes of the District are noted for the abundance and excellent quality of their whitefish. Prior to settlement much of the important whitefish industry was established at Lesser Slave Lake. The frozen fish were loaded by horse-drawn sleighs in Edmonton, for shipment by rail to eastern points. The whitefish industry in the Peace River country is prosecuted during certain restricted periods over specified areas in both summer and winter months, with a summer limit of 60,000 pounds. Now an even more modern method of transportation is used, and many tons of whitefish are taken to market by automobile.

Winter fishing crews are in shallow waters and yield mostly coarse fish, the range of species including whitefish, pickerel, pike, suckers and ling. The whitefish, pickerel and pike are commercial fish. Whitefish and pickerel are shipped frozen, dressed or reared.

Other lakes said to be well stocked with whitefish are Sturgeon, Moberly, Utkina (Whitefish), Perseus, Trout, and the lake of the Caribou plateau. Lake trout are also reported in many of these waters. These fish are caught in nets for commercial purposes, but the trout will take either bait or troll. Whitefish from Sturgeon Lake are sold locally during the winter months.

Game Fish in Many Streams

The Peace River country is large in not an angler's goal. However, as

many of the headwaters streams in the mountains excellent fly fishing is obtainable. Such well known species as the Dolly Varden and Rainbow trout abound in great plenty. The favorite grayling trout is also found in these waters as well as in several plains streams, particularly some of those flowing into the easterly end of Lesser Slave Lake and tributaries of the Wapiti and Little Smoky.

A CAMPING HINT

(From Western Canada Outdoors.) One of the handiest pieces of equipment a camper can possess is a grid on which to cook his meals. Instead of precariously hanging his tea or coffee from a stick stuck in the ground or having to continuously keep watch over his frying pan in order that the burning wood of his fire will not suddenly crumble and precipitate his dinner in the ashes, he can, with the aid of a good grid, take the additional time necessary to properly cook his meal without scorching his hands and face.

Any blacksmith can make a grid in a very few minutes, and one of the most practical is made from 3/4-inch rod iron. It should measure two feet long and one foot wide, with longitudinal 1/2-inch support cooking utensils about three inches apart. Free swing legs of the same material, 12 inches in length and with sharpened points permit the camper to erect it anywhere, bearing a level cooking surface. When not in use or when being transported, it will fit nicely into an old gumpress and take up very little room in a box or canoe.

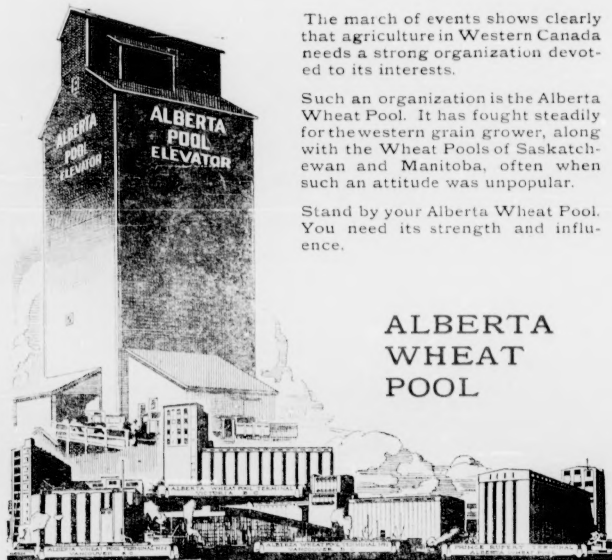
August and September are good months in which to spend a vacation in the Peace River country.

A Time for Solidarity

The march of events shows clearly that agriculture in Western Canada needs a strong organization devoted to its interests.

Such an organization is the Alberta Wheat Pool. It has fought steadily for the western grain grower, along with the Wheat Pools of Saskatchewan and Manitoba, often when such an attitude was unpopular.

Stand by your Alberta Wheat Pool. You need its strength and influence.



ALBERTA WHEAT POOL

An Anniversary Event!

1934

A BUSINESS

is known by the GOODS it carries



WHEN SPORTSMEN MEET

the talk invariably reverts back to the quality of sporting goods chosen for particular sportmen. We will cheerfully supply and suggest for seasonal requirements:

Dominion Ammunition
Reach Baseball Supplies
Joe Kirkwood Golf Clubs
Wright & Ditson Tennis Supplies
A Full Stock of Hunters' Supplies



QUALITY TOOLS

For farm, carpenter and home use.

A complete stock of CORBIN'S BUILDERS' HARDWARE

ROGERS

Miracle Radios

Give you the greatest value advance of modern radio history. 14 new high fidelity features, including new type "Target Tuning" that new "Metal" Spray Tubes, also Rogers the most sensitive reception in the radio field.

A DEMONSTRATION WILL CONVINCE YOU



BURGESS CHROME-BUILT RADIO BATTERIES

A unit of power for steady super-carrier in all makes of battery-operated radios. Let us show you a new "chrome-built" Burgess when you next come to town.



The wise home owner has long realized the true economy and longer life of our "High Quality Batteries" for all his paint requirements. We invite you to ask for an estimate on your job—at no obligation, of course.

ORR'S HARDWARE

Phone 43

W. GORDON ORR, Proprietor

Grande Prairie

SHELF AND HEAVY HARDWARE - PAINTS - RADIO SUPPLIES
SPORTING GOODS - HUNTERS' AND TRAPPERS' SUPPLIES

1936

Maximum Quality - - - Minimum Price